

ORDER



KSNV

Orders
Order / Rev: 105822
Alt Order #: 06844909
Product Desc: PAT MAJORITY USA
Estimate: 1656
Flight Dates: 08/23/12 - 08/30/12
Original Date / Rev: 08/22/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: 1
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	25	\$20,425.00	\$17,361.25
08/27/12	08/30/12	53	\$49,075.00	\$41,713.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	25	\$20,425.00	\$17,361.25	0.00
September 2012	53	\$49,075.00	\$41,713.75	0.00
Totals	78	\$69,500.00	\$59,075.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	39%	\$69,500.00
Market	100%	\$178,205.13

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	9%	\$16,038.46
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$37,423.08
KTUD	1%	\$1,782.05
KVVU	20%	\$35,641.03
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$17,820.51

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

Order / Rev: 105822
 Alt Order #: 06844909
 Flight Dates: 08/23/12 - 08/30/12

Advertiser: Patriot Majority
 Product Desc: PAT MAJORITY USA
 Estimate: 1656

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w/ Wagner Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/23/12 08/29/12 MTWT--S 3 \$200.00 0.00															
E 2	KSNV	08/30/12	08/30/12	Wake Up Early w/ Wagner Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	---T---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/30/12 09/05/12 ---T--- 1 \$200.00 0.00															
E 3	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 -----S- 1 \$350.00 0.00															
E 4	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 -----S 1 \$625.00 0.00															
E 5	KSNV	08/23/12	08/29/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	5	\$600.00	1	0.00	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/23/12 08/29/12 MTWTF-- 5 \$600.00 0.00															
E 6	KSNV	08/30/12	08/30/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	---T---	:30	1	\$600.00	1	0.00	NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/30/12 09/05/12 ---T--- 1 \$600.00 0.00															
E 7	KSNV	08/23/12	08/29/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/23/12 08/29/12 MTWTF-- 5 \$1,000.00 0.00															
E 8	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 -----S- 1 \$625.00 0.00															
E 9	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 -----S 1 \$500.00 0.00															
E 10	KSNV	08/23/12	08/29/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/23/12 08/29/12 MTWTF-- 4 \$1,500.00 0.00															
E 11	KSNV	08/30/12	08/30/12	Today Show Today Show TODAY SHOW	CM	658a-9am	---T---	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/30/12 09/05/12 ---T--- 1 \$1,500.00 0.00															
E 12	KSNV	08/23/12	08/29/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/23/12 08/29/12 MTWTF-- 4 \$900.00 0.00															
E 13	KSNV	08/23/12	08/29/12		CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

Order / Rev: 105822
 Alt Order #: 06844909
 Flight Dates: 08/23/12 - 08/30/12

Advertiser: Patriot Majority
 Product Desc: PAT MAJORITY USA
 Estimate: 1656
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$325.00		0.00			
E 14	KSNV	08/23/12	08/29/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$450.00		0.00			
E 15	KSNV	08/30/12	08/30/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$450.00		0.00			
E 16	KSNV	08/23/12	08/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					4	\$425.00		0.00			
E 17	KSNV	08/30/12	08/30/12	Noon News Noon News	CM	12-1230pm	---T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$425.00		0.00			
E 18	KSNV	08/23/12	08/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					4	\$450.00		0.00			
E 19	KSNV	08/30/12	08/30/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$450.00		0.00			
E 20	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$650.00		0.00			
E 21	KSNV	08/23/12	08/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					5	\$1,200.00		0.00			
E 22	KSNV	08/30/12	08/30/12	M-F Early News M-F Early News	CM	5-630p	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$1,200.00		0.00			
E 23	KSNV	08/23/12	08/29/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					4	\$700.00		0.00			
E 24	KSNV	08/23/12	08/29/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$700.00		0.00			
E 25	KSNV	08/25/12	08/25/12		CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00

Order / Rev: 105822
 Alt Order #: 06844909
 Flight Dates: 08/23/12 - 08/30/12

Advertiser: Patriot Majority
 Product Desc: PAT MAJORITY USA
 Estimate: 1656

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wknd Wheel of Fortune											
				SAT/ Wheel of Fortune											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$500.00		0.00			
E 26	KSNV	08/23/12	08/29/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					2	\$1,300.00		0.00			
E 27	KSNV	08/30/12	08/30/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---T---	:30	1	\$1,300.00	1	0.00	NM	0	\$0.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	08/30/12-09/05/12		M-F Wheel		7-730pm	---Th-----	:30		(\$1,300.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 28	KSNV	08/23/12	08/29/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$1,300.00		0.00			
E 29	KSNV	08/28/12	08/28/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (O) 8/14-9/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$4,000.00		0.00			
E 30	KSNV	08/29/12	08/29/12	Wed PR 8-9p Wednesday Prime 8-9pm	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
AMERICA'S GOT TALENT (R) 8/15-9/19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----					1	\$2,400.00		0.00			
E 31	KSNV	08/27/12	08/27/12	Mon PR 8-9p Monday Prime 8-9pm	CM	8-9pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (R) 8/20-8/27															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$4,000.00		0.00			
E 32	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 33	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 34	KSNV	08/23/12	08/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$1,100.00		0.00			
E 35	KSNV	08/30/12	08/30/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$1,100.00		0.00			
E 36	KSNV	08/23/12	08/29/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00

Order / Rev: 105822
 Alt Order #: 06844909
 Flight Dates: 08/23/12 - 08/30/12

Advertiser: Patriot Majority
 Product Desc: PAT MAJORITY USA
 Estimate: 1656

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--			3			\$750.00		0.00			
E 37	KSNV	08/30/12	08/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/30/12		08/30/12	09/05/12	---T---			1			\$750.00		0.00			
													Totals	78	\$69,500.00